



“...you can
have the
money
and me—
just pull
the
trigger!”

THIS YEAR THE GREAT
SUSPENSE DRAMA IS

Pushover

A cold-blooded guy—A hot-blooded blonde—And Murder!

starring **FRED MACMURRAY**
The brass hat of THE CAINE MUTINY
in a brass knuckle role!

PHIL CAREY
Every inch a star, girls!
and there are 74 inches of him!

And Introducing **KIM NOVAK**
She's twisting all hollywood
around her figure!

with **DOROTHY MALONE** • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE • A COLUMBIA PICTURE



Ad Mat No. 401—592 Lines (4 Cols. x 148 Lines) • **This ad**
also available as Ad Mat No. 304—330 Lines (3 Cols. x 110 Lines)

PB #57112

A Pushover for showmanship

CURVY KIM NOVAK 'PUSHOVER' FOR TOP PUBLICITY! MATCH THIS 'LIFE' MAGAZINE BREAK IN YOUR TOWN AS FIRST STEP IN ALL-OUT CAMPAIGN AROUND KIM!

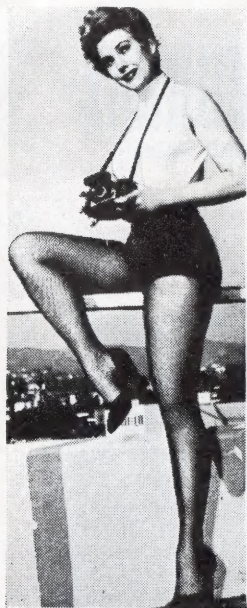
Because Kim Novak is the newest beauty on the screen, she's your freshest exploitation blonde star! The still set on this production sizzles with photos that beg to be used!



Women's Wear:
Still No. Kim Novak 17



Evening Wear:
Still No. Kim Novak 14



Photography:
Still No. Kim Novak 28



Bath Accessories:
Still No. Kim Novak 5

PRESS: Let the papers know you've got the most devastating new blonde to hit the movies in a long time. Show them the explosive stills! Give them the stories!

TV: Deliver Kim's photos to every TV commentator with the news that Hollywood's newest discovery has landed in your town.

WINDOWS: Beauty! Hair! Fashions! Whatever they sell, they'll sell more of it with Kim Novak's dazzling blonde beauty gracing their windows and stores.

LOBBY: Make up a 40" x 60" display of stills of Kim Novak. Headline this with the attention-getting caption: "Would You Be a 'Pushover' for Kim Novak?"

CONTESTS: Hollywood is hailing Kim Novak as the find of the year. What do your patrons think? Offer guest tickets and other prizes for the best 50-word letters on "What I Like About Kim Novak."

STILLS: In addition to the stills shown on this page, the following Kim Novak stills (all available at National Screen Service) are ideal for promotions:

Still Nos. 58 (record players); 98 and 124 (beauty); Kim Novak 6 (bathing suits); Kim Novak 16 (women's wear); Kim Novak 37 (cameras); P11 (lounging wear). Useful stills of Miss Novak and Fred MacMurray also include Still Nos. 65 (refrigerators), 67 (romance).



Mirrors, Furniture:
Still No. 66



How did you get into pictures? *My agent Louis Shure discovered me riding my bicycle.*

Kim Kids Questionnaire

STARLET ILLUSTRATES ANSWERS TO STUDIO QUERIES ABOUT HERSELF

When a young actress first jumps into the Hollywood tupper, she is asked by her studio life. The answers, which deal with her personal matters as favorite foods, sports, clothes, best friends and so on, are regarded as valuable to the publicity department's staff. A few months ago the industry's...

co-starred with Fred MacMurray in a film called afterworld thought it would be fun, elected by her own answers, to pose for every leading woman when Actors' agent Louis Shure, who has a legendary gift for spotting new talent.



Shown above are the attractive Kim Novak pages from "Life" magazine, issue of June 28, 1954. Obtain back copies of this issue (two copies will be needed) and use the Kim Novak break as a major element in a lobby display which includes stills from the picture and full credits.

Title Bally Plugs Film!

TITLE DISPLAY: In addition to its value in stunts and promotions, "Pushover" is a title which lends itself to smash display treatment. Have your signshop make up huge block letters for display in your lobby in advance of playdate and atop your marquee starting opening day. Along with the title, display a blow-up of Kim Novak.

PUSHOVER JOBS: Contact business concerns in your locality which render direct service, like building contractors, trucking companies, moving and storage concerns, garages, etc. Furnish them with posters which read: "Any Job Is a Pushover for Us! See 'Pushover' at the State Theatre Friday." Leave room for credits at bottom and place posters on trucks and cars, steam shovels and derricks, and in office windows.

CO-OP ADS: Inform local merchants of your "Pushover" playdate and interest them in newspaper, radio/TV and general advertising around the word "pushover." For example, merchant might advertise: "We're a Pushover for a Bargain. That's Why You'll Find the Best Buys at the Lowest Prices at
For Your Best Buy in Entertainment, See 'Pushover' at the State Theatre Now."

PUSHOVER BAG: An interesting crowd-gatherer, one which should provoke considerable talk, can easily be set up outside your theatre. Obtain a weighted, large-size punching bag—one which bounces up again when struck—and plant this near your boxoffice. Offer guest tickets to those ladies who successfully push over the bag. Notify local papers for photo and story breaks.

TRAILER, STILLS: Suspense, action and romance are concentrated in the punch-packed trailer prepared to pre-sell "Pushover" to your audiences. Order it early from National Screen Service. Four still sets are also available at National Screen:

1) set of 25 flat stills; 2) set of 25 upright stills; 3) art set (photographic reproductions of key art from the ads and posters); 4) publicity-exploitation set (stills used in the publicity and exploitation campaigns).



RADIO SPOTS

15 SECONDS: A hot-blooded guy! A cold-blooded blonde! And murder! Columbia Pictures presents "Pushover!" Starring Fred MacMurray! Fresh from his triumph in "The Caine Mutiny!" Phil Carey! And introducing the screen's most exciting new star—Kim Novak! For suspense! Action! Drama! See "Pushover" at the State Theatre now!

30 SECONDS: This year the great suspense drama is Columbia Pictures' "Pushover!" The action-packed story of a tough guy! A tawny blonde! And cold-blooded murder! Starring Fred MacMurray! Straight from his memorable performance in "The Caine Mutiny!" Phil Carey! The screen's new sensation! And introducing the most talked-about star of the year—Kim Novak! "Pushover!" At the State Theatre! The tension mounts to unbelievable heights! As MacMurray becomes a pushover for the blonde he wants at any cost! Even murder! Then tension builds . . . builds . . . and then explodes! See "Pushover" at the State Theatre now! Don't miss it!

CAPITALIZE ON 'CAINE' FAME OF 'HEEL' FRED MacMURRAY, NOW STARRED IN 'PUSHOVER!'

Fred MacMurray, fresh from his magnificent performance as the "brain" of "The Caine Mutiny," is a guarantee for audience interest in his latest starring role in "Pushover." Shout from the rooftops MacMurray's powerful "Pushover" portrayal. Here are some suggestions to carry this angle out:

MacMURRAY FILMS: Run a newspaper, radio TV or theatre lobby contest soliciting lists of MacMurray films. ("Captain Eddie," "Double Indemnity," "The Moonlighter," "The Caine Mutiny," etc.)

FAN CLUB CARDS: Prepare locally several thousand lucky number "Fred MacMurray Fan Club" cards for distribution to young folks. The card should bear full credits for your showing of "Pushover," and the offer of guest admission to card-holders whose numbers are posted in your lobby on opening day.

LOBBY CARD: Make up an "Open Letter to Fred MacMurray," 40" x 60" size, with room for patron signatures. Letter lauds MacMurray for his magnificent performances of the past and stresses that "we look forward to seeing you in your latest film, 'Pushover'."

STILL DISPLAYS: Still No. 2 (left above) might be adapted for use as shown here, part of the frame of a lobby display of stills, or it might be planted in the window of a tobacconist or haberdasher. Other useful MacMurray tie-up stills are Still Nos. 104 and 121. Remember, please, no endorsements.

'PUSHOVER' LOOT

Tying in with the fact that there is a \$200,000 bank robbery in "Pushover," flood your town with \$200,000—in locally-printed stage currency! Number bills in sequence, so that a "lucky" number stunt can be worked. Post "lucky" numbers in your lobby, with guest admissions going to all persons whose "bills" match the numbers posted. Back of the "stage" money should carry credits as well as the story of the stunt. If possible, work the stunt with local store which might also supply merchandise prizes.

Transcription!

A number of 15-second, 30-second and one-minute radio spots are available for broadcast use on "Pushover," with open-end for local commentator to add credits. Order transcription through your Columbia exchange. Transcription will be shipped from New York City.

...you can have the money and me — just pull the trigger!

COLUMBIA PICTURES presents

Pushover

A STORY OF TEMPTATION

starring **FRED MacMURRAY**

PHIL CAREY
And Introducing **KIM NOVAK**

with Dorothy Malone
Screen Play by ROY HUGGINS
Produced by JULES SCHERMER
Directed by RICHARD QUINE

Ad Mat No. 105—100 Lines

...and then she whispered, "KILL HIM!"

A Tough Guy... A Tempting Blonde... And Cold-Blooded Murder!

COLUMBIA PICTURES presents

Pushover

— A STORY OF TEMPTATION

starring **FRED MacMURRAY**
PHIL CAREY
And Introducing **KIM NOVAK**

with DOROTHY MALONE • Screen Play by ROY HUGGINS
Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 103—59 Lines

Just squeeze the trigger," she whispered...
"Then take the money — and me!"

THIS YEAR'S GREAT SUSPENSE DRAMA IS

Pushover

— A STORY OF TEMPTATION

starring **FRED MacMURRAY**
PHIL CAREY And Introducing **KIM NOVAK**
with DOROTHY MALONE

Screen Play by ROY HUGGINS • Produced by JULES SCHERMER
Directed by RICHARD QUINE • A COLUMBIA PICTURE

Ad Mat No. 207—202 Lines (2 Cols. x 101 Lines)

...you can have the money and me — just pull the trigger!

Pushover

...A STORY OF TEMPTATION

starring **FRED MacMURRAY** • **PHIL CAREY** And Introducing **KIM NOVAK**

with Dorothy Malone • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER
Directed by RICHARD QUINE • A COLUMBIA PICTURE

Ad Mat No. 301—183 Lines (3 Cols. x 61 Lines)

...you can have the money and me — just pull the trigger!

THIS YEAR'S GREAT SUSPENSE DRAMA IS

Pushover

A STORY OF TEMPTATION

starring **FRED MacMURRAY** • **PHIL CAREY** • **KIM NOVAK** and Introducing

with DOROTHY MALONE • Screen Play by ROY HUGGINS
Produced by JULES SCHERMER • Directed by RICHARD QUINE
A COLUMBIA PICTURE

Ad Mat No. 206—142 Lines (2 Cols. x 71 Lines)



The word is out: "Kim Novak is the find of the year!"

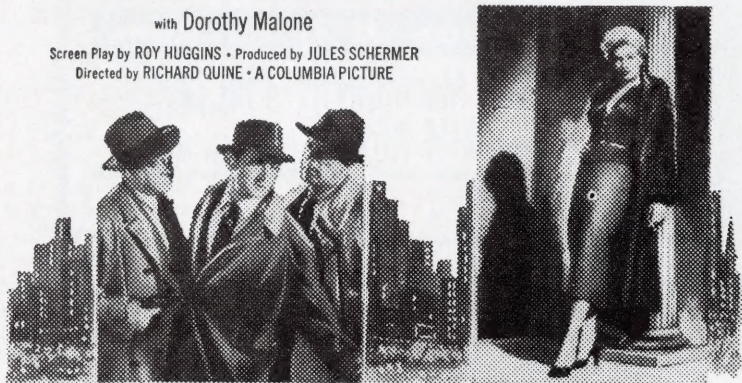
Pushover

A STORY OF TEMPTATION

starring **FRED MacMURRAY · PHIL CAREY · KIM NOVAK** And Introducing

with Dorothy Malone

Screen Play by ROY HUGGINS • Produced by JULES SCHERMER
Directed by RICHARD QUINE • A COLUMBIA PICTURE



Ad Mat No. 208—284 Lines (2 Cols. x 142 Lines)



...and then she whispered, "KILL HIM!"

A Tough Guy... A Tempting Blonde... And Cold-Blooded Murder!

Pushover

A STORY OF TEMPTATION...

starring **FRED MacMURRAY · PHIL CAREY** And Introducing **KIM NOVAK**

with Dorothy Malone • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 204—90 Lines (2 Cols. x 45 Lines)

Official Billing

COLUMBIA PICTURES 25%

presents

PUSHOVER 100%

starring

FRED MacMURRAY 75%

PHIL CAREY 75%

And Introducing

KIM NOVAK 75%

with

Dorothy Malone 25%

Screen Play by ROY HUGGINS 15%

Produced by JULES SCHERMER 15%

Directed by RICHARD QUINE 15%

CAST

<i>Paul Sheridan</i>	<i>Fred MacMurray</i>	<i>Paddy Dolan</i>	<i>Allen Nourse</i>
<i>Lona McLane</i>	<i>Kim Novak</i>	<i>Briggs</i>	<i>Phil Chambers</i>
<i>Rick McAllister</i>	<i>Phil Carey</i>	<i>Fine</i>	<i>Alan Dexter</i>
<i>Ann</i>	<i>Dorothy Malone</i>	<i>Billings</i>	<i>Robert Forrest</i>
<i>Lt. Carl Eckstrom</i>	<i>Harry Wheeler</i>	<i>Peters</i>	<i>Don Harvey</i>
<i>E. G. Marshall</i>	<i>Ellen Burnett</i>	<i>Ann Morriss</i>	

CREDITS

Screen Play by Roy Huggins; Based upon stories by Thomas Walsh and William S. Ballinger; Directed by Richard Quine; Assistant Director, Jack Corrick; Gowns by Jean Louis; Director of Photography, Lester H. White, A.S.C.; Art Director, Walter Holscher; Film Editor, Jerome Thoms, A.C.E.; Set Decorator, James Crowe; Makeup by Clay Campbell; Hair Styles by Helen Hunt; Recording Supervisor, John Livadary; Music Conducted by Morris Stoloff; Musical Score by Arthur Morton; Associate Producer, Philip A. Waxman; Produced by Jules Schermer; A Columbia Picture.

STORY

(Not for Publication)

Police put a stakeout detail, led by Detective Paul Sheridan (Fred MacMurray) and his partner Rick McAllister (Phil Carey), on the apartment of beautiful blonde Lona McLane (Kim Novak), girl friend of a man wanted for a \$200,000 bank robbery and murder. Sheridan meets and is attracted to Lona; Rick becomes fascinated by an attractive nurse (Dorothy Malone), living next door to Lona. Sheridan kills the suspect when he shows up, planning to win both Lona and the loot, but Ann, the nurse, is a witness to Sheridan's activities. Using her as a shield, he tries to escape and is shot down by police guns.

(Running Time: 88 Minutes)

...and then she whispered, "KILL HIM!"

A COLD-BLOODED GUY... A HOT-BLOODED BLONDE... AND MURDER!

starring **FRED MacMURRAY**
PHIL CAREY
And Introducing **KIM NOVAK**
A COLUMBIA PICTURE

Pushover
- A STORY OF TEMPTATION

with DOROTHY MALONE • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat. No. 203—62 Lines (2 Cols. x 31 Lines)



Mat 2-B; Still No. 66 (Fred MacMurray and Kim Novak)

...and then she whispered, "KILL HIM!"

Pushover
A STORY OF TEMPTATION...

starring **FRED MacMURRAY · PHIL CAREY**
And Introducing **KIM NOVAK** with DOROTHY MALONE
A COLUMBIA PICTURE
Screen Play by ROY HUGGINS
Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 102—32 Lines

...and then she whispered, "KILL HIM!"

Pushover
A STORY OF TEMPTATION...

starring **FRED MacMURRAY**
PHIL CAREY
And Introducing **KIM NOVAK**
A COLUMBIA PICTURE

with Dorothy Malone • Screen Play by ROY HUGGINS
Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 104—72 Lines



Mat 1-C; Still No. 110 (Phil Carey and Dorothy Malone)

THE YEAR'S GREAT SUSPENSE DRAMA!

Pushover
A COLUMBIA PICTURE

starring **FRED MacMURRAY · PHIL CAREY · KIM NOVAK**
with DOROTHY MALONE • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 101—19 Lines

A Tempting Blonde... A Tough Guy... And Cold-Blooded Murder!

"...you can have the money and me... just pull the trigger!"

COLUMBIA PICTURES presents

Pushover
- A Story Of Temptation

starring **FRED MacMURRAY · PHIL CAREY**
And Introducing **KIM NOVAK** with DOROTHY MALONE
Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

Ad Mat No. 205—100 Lines (2 Cols. x 50 Lines)

...and then she whispered, "KILL HIM!"

Pushover
... A STORY OF TEMPTATION
A COLUMBIA PICTURE

starring **FRED MacMURRAY · PHIL CAREY** And Introducing **KIM NOVAK** with DOROTHY MALONE • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

The Year's Suspense Sensation!

Ad Mat No. 202—36 Lines (2 Cols. x 18 Lines)

Pushover
A STORY OF TEMPTATION!
A COLUMBIA PICTURE

starring **FRED MacMURRAY · PHIL CAREY** And Introducing **KIM NOVAK** with DOROTHY MALONE • Screen Play by ROY HUGGINS • Produced by JULES SCHERMER • Directed by RICHARD QUINE

THE YEAR'S SUSPENSE SENSATION!

Ad Mat No. 201—18 Lines (2 Cols. x 9 Lines)

**COMPOSITE
CAMPAIGN MAT:**

A complete campaign at the single low price of 35¢! Order Special Mat No. 1 from National Screen Service. Individual elements in this composite mat may also be ordered by separate identification numbers at the regular mat prices.

ONLY
35¢



Mat 1-A; Still No. 94

KIM NOVAK makes her film bow in Columbia Pictures' "Pushover," starring Fred MacMurray and Phil Carey at the..... Theatre.

Sultry New Star Seen in 'Pushover'

When a Jean Harlow, a Betty Grable or a Marilyn Monroe appears on the Hollywood horizon, it is an event of the first magnitude to filmdom. There's nothing more potent or more evocative of movie magic than a beautiful blonde with a saucy personality and a sultry approach to life.

Kim Novak, who is introduced to movie audiences in Columbia Pictures' "Pushover," starring Fred MacMurray and Phil Carey at the..... Theatre, is the newest charge of "fluorescent" blonde dynamite to hit Hollywood with the force of an atomic explosion.

The green-eyed beauty recently set eyes and flash-bulbs popping when she appeared at a public function, in Hollywood, attended by motion picture dignitaries, newspaper reporters and photographers.

Kim again drew the attention of the press boys and movie celebrities when she was introduced as Columbia Pictures' "Star of Tomorrow" at the first annual Hollywood Makeup Artists' and Hairdressers' dinner which took place after the 21-year-old former model signed with that studio.

The result of these two appearances, and the subsequent national magazine and newspaper publicity, created a Kim Novak fan following rarely achieved by a Hollywood newcomer before she has appeared in at least a half-dozen films.

It was only natural then, that Columbia cast Kim Novak in a motion picture that would best display her talents, both physical and histrionic. This was "Pushover," wherein Miss Novak appears as a sultry blonde for whose love a detective turns killer. Dorothy Malone is featured.

Out of Uniform

Phil Carey has made so many Westerns of late that it proved a refreshing change for the fast-rising young actor to be seen in a costumeless part in Columbia Pictures' "Pushover," also starring Fred MacMurray and introducing blonde Kim Novak at the..... Theatre. Carey is seen as a detective, MacMurray's partner on a tough assignment to track down a killer.

'Fluorescent Blonde'

Kim Novak, Columbia Pictures' exciting new blonde discovery who is introduced to movie audiences in "Pushover," starring Fred MacMurray and Phil Carey at the..... Theatre, has hair so light it has been called "fluorescent blonde."

Fred MacMurray, Kim Novak Team As 'Pushover' Duo

(General Advance)

Columbia Pictures' "Pushover," new suspense drama starring Fred MacMurray and Phil Carey and introducing blonde and beautiful Kim Novak, arrives..... at the..... Theatre. Dorothy Malone is featured in the principal supporting role.

MacMurray, who gave one of the surprising performances of the year as the "brain" of "The Caine Mutiny," again plays a "heel," but this time one of the brass-knuckled variety. In "Pushover," the star is cast as a tough detective assigned to catch a bank-robber killer. Instead he succumbs to the charms of the killer's beautiful girl friend, wipes out the killer to grab his \$200,000 loot and, inevitably, finds himself on the wrong end of the police guns.

Carey, who became one of Hollywood's fastest-climbing younger stars by winning himself an enviable reputation in Western dramas, plays MacMurray's sidekick on the stake-out assignment which has them watching, through binoculars, both the blonde bombshell who is their stake-out assignment and the nurse in the next apartment, who isn't.

Newcomer for whom Hollywood has great hopes, Miss Novak is a seductive, sultry young woman who reportedly gives a fine performance in a tailor-made role. As the expensive girl friend of a gangster, she is attired in elaborate gowns and furs and appears to advantage in the torrid clinches with MacMurray. Miss Malone, in wholesome counterpoint to Miss Novak, is seen as the nurse who becomes romantically involved with Carey and, in the exciting climax, is used as a living shield by MacMurray in his desperate effort to break out of the tightening police cordon.

Richard Quine directed "Pushover," from the screen play penned by Roy Huggins. Jules Schermer produced the suspense drama.

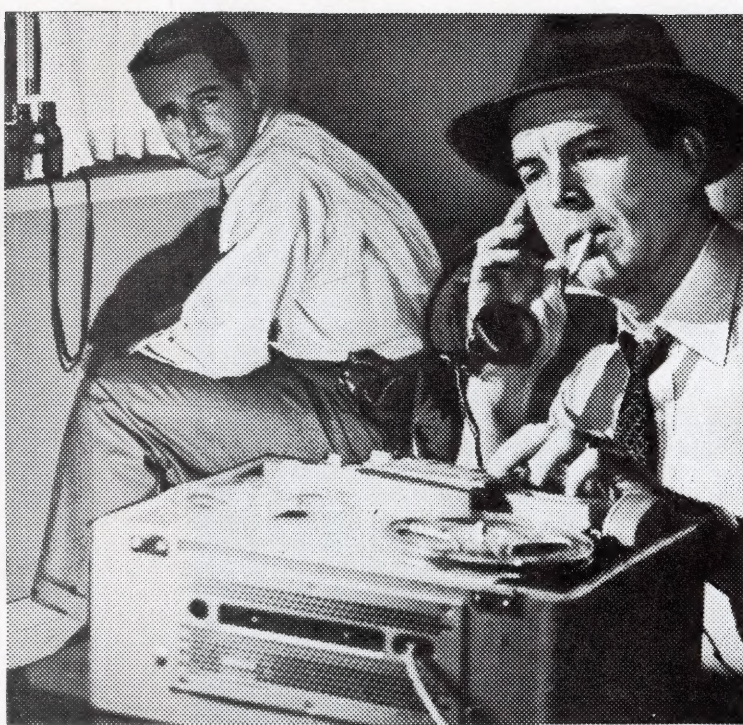
'Pushover'

Columbia Pictures' "Pushover," starring Fred MacMurray and Phil Carey and introducing blonde Kim Novak, opens..... at the..... Theatre. In the new suspense drama, MacMurray, who surprised Hollywood with his performance as the "heel" of "The Caine Mutiny," reportedly gives another off-beat characterization, this time as a crooked detective. Dorothy Malone is featured in the drama penned for the screen by Roy Huggins. Richard Quine directed. Jules Schermer produced.



"Pushover" Mat 2-A; Still No. 38

BLONDE KIM NOVAK turns Fred MacMurray into a "Pushover" for trouble, and menaces Dorothy Malone, right, in Columbia Pictures' "Pushover," suspense drama at the..... Theatre.



"Pushover" Mat 2-C; Still No. 29

FRED MACMURRAY and **PHIL CAREY**, left, star in Columbia Pictures' suspense drama, "Pushover," as detectives who "stake-out" blonde Kim Novak's apartment in the film at the..... Theatre.

Phil Carey Plays 'Pushover' Sleuth

Movie actor Phil Carey works both sides of the Hollywood street; sometimes, he's a specialist in violence and crime; sometimes, he's on the side of the law. Now starring with Fred MacMurray in Columbia Pictures' "Pushover," exciting new thriller which introduces blonde beautiful Kim Novak at the..... Theatre, Carey has yet to be seen on the screen—on either side of the law—without a gun. In "Pushover," Carey teams with MacMurray as a plainclothes detective in tracking down a murderer.

Carey made his Hollywood debut as a combat officer in "Operation Pacific," and followed that with the role of an FBI agent in "I Was a Communist for the FBI." He went back to being an Army officer in "The Tanks Are Coming" and was a gangster in "This Woman Is Dangerous."

In Columbia's "Gun Fury," Phil was a bandit. Three times cast as a Cavalry officer with plenty of shooting, in "Springfield Rifle," "Massacre Canyon" and the forthcoming "They Rode West," Carey's role in "The Outlaw Stallion" was that of a Westerner who pursues horse rustlers.

"The only picture in which I didn't carry a gun," says Phil, "is 'Inside the Walls of Folsom Prison.' I was a convict in that one, but I guess it can be presumed I used a gun to get into the place."

'Caine'-Famed Heel Stars in 'Pushover'

"The notion that movie stars lose fan favor by playing unsympathetic roles is sheer nonsense," says Fred MacMurray, the handsome six-foot-four star who, after more than 20 years of playing the "good guy" in about 50 big pictures, is currently starring as a "heel" in Columbia Pictures' "Pushover." Phil Carey co-stars at the..... Theatre, and the film introduces exciting blonde newcomer Kim Novak. MacMurray is convinced that today's moviegoer has reached a maturity that was not in evidence years ago.

"When it was announced I would play the part of Lt. Keefer in 'The Caine Mutiny,' for example, I was flooded with fan letters congratulating me on the role," explains Fred. "As you know, Keefer is the stinker whose action instigates the mutiny."

Several other "big name" stars had refused the Keefer role in "The Caine Mutiny" because they had felt that, playing a cad, they would lose their fans. "I'm so convinced they were wrong," says MacMurray, "I'm even following that role with another unsympathetic part, in 'Pushover.'"

"Today's movie audience appreciates good acting in good pictures. They're with you 100 per cent if you do a job—hero or heel. I know. I've been both."

"Pushover," in which MacMurray plays a cop who turns killer in order to win a gunman's girl friend and the loot from a bank hold-up, features Dorothy Malone in support of MacMurray, Carey and Miss Novak. The film was directed by Richard Quine and produced by Jules Schermer.

'Heel' Clicks

Fred MacMurray's career as the leading man in light-hearted romantic comedies seems to be about over. His off-beat role as Lt. Keefer, the instigator of "The Caine Mutiny" proved so successful, he's again playing a "heel" in Columbia Pictures' "Pushover." "Pushover" is a suspense drama also starring Phil Carey and introducing blonde Kim Novak at the..... Theatre. MacMurray is seen as a detective who turns killer for Kim.

Note!

Two additional scene mats—one-column Mat 1-C and two-column Mat 2-B—are also available. See page 10.

Blonde Kim Novak Makes Screen Bow As 'Pushover' Girl

(Review)

Fred MacMurray, the "brain" of "The Caine Mutiny," deservedly won tremendous critical and audience praise for his penetrating "Caine" portrait. In so doing, he established himself as an actor of stature, breaking sharply with his screen record of innocuous, if likeable, romantic leads.

Now that he has scored in a role with bite, MacMurray obviously has no intention of letting go. His follow-up movie assignment, in Columbia Pictures' suspenseful new drama, "Pushover," also starring Phil Carey and introducing beautiful blonde Kim Novak at the..... Theatre yesterday, is another sharply-etched portrait of a "heel." In "Pushover," MacMurray is seen as a police detective who heads a stake-out detail covering the apartment of a killer's girl friend. The girl, played by the seductive Miss Novak, persuades MacMurray to kill her bank robber boy friend so they can have each other and the killer's \$200,000 loot.

"Pushover" plot complications include the death of a suspicious brother officer and the necessity to silence a nurse, played by Dorothy Malone, who has spotted MacMurray's liaison with the sultry Miss Novak.

As the doomed detective, MacMurray delivers another entirely believable performance. Carey, who has been show-cased in a number of Westerns, plays the plainclothesman's partner who finally comes to realize that his best friend on the force has gone over to criminal pursuits. As for Miss Novak, the more said the better but suffice it, for now, to hope that we will see and hear a lot more from this dynamic and delightful newcomer. Miss Malone gives a sincere performance as the nurse who finds romance with Carey.

"Pushover," penned for the screen by Roy Huggins, was directed by Richard Quine for producer Jules Schermer.

Plays Nurse Again

Dorothy Malone, who played a nurse in Columbia Pictures' "The Killer That Stalked New York," is back again as one of the "women in white" in the same studio's "Pushover," suspenseful new drama starring Fred MacMurray and Phil Carey and introducing sultry blonde Kim Novak at the..... Theatre.



Mat 1-B; Still No. 68

SEDUCTIVE KIM NOVAK snares Fred MacMurray in Columbia Pictures' "Pushover," also starring Phil Carey at the..... Theatre.



SIX SHEET



THREE SHEET



ONE SHEET



22 x 28 A SLIDE (Same Design)



22 x 28 B



EIGHT 11 x 14's



INSERT CARD

LOBBIES



WINDOW CARD

ORDER ALL ACCESSORIES, and 30x40, 40x60, 24x60, and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE



9 x 12 FOUR-PAGE HERALD

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Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

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